

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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R 230752Z JAN 75

FM AMEMBASSY OSLO

TO SECSTATE WASHDC 9203

USDOC WASHDC

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY STOCKHOLM

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STATE FOR EUR/REP

USDOC FOR OIM

STOCKHOLM FOR TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP NO

SUBJ: FY '76 CCP NORWAY - CAMPAIGN ACTIVITIES AND PRIORITY
PROJECTS

REF: STATE A-9016

1. SUMMARY: FY 76 CCP FOR NORWAY INCLUDES 7 PRODUCT
PROMOTION CAMPAIGNS AND FOUR ADDITIONAL PRIORITY PROJECTS.
CAMPAIGNS INCLUDE 1 IN RESEARCH STAGE, 4 IN PRIMARY
PROMOTION STATE, AND 2 IN SECONDARY STAGE. ADEQUATE
COMMERCE BACKSTOPPING WILL BE NECESSARY TO CARRY OUT
CAMPAIGN ACTIVITIES EFFECTIVELY. END SUMMARY.

2. PRODUCT PROMOTION CAMPAIGNS:

(A) CONSUMER GOODS (RESEARCH STAGE) - (A) STATEMENT:
INCREASED PURCHASING POWER OF NORWEGIAN CROWN IN TERMS
OF US DOLLARS AND EXPECTED REAL INCREASE IN PERSONAL
DISPOSABLE INCOME IN NORWAY COULD RESULT IN INCREASED
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SALES OF US CONSUMER GOODS IN NORWEGIAN MARKET.

HOWEVER, SMALL (4 MILLION) POPULATION, CONSERVATIVE TASTES, AND GEOGRAPHIC IMPEDIMENTS TO EFFICIENT DISTRIBUTION REQUIRE CAREFULLY SELECTIVE APPROACH TO MARKET; NOT ALL CATEGORIES OF CONSUMER GOODS WILL BE PROMOTABLE AND WITHIN ANY GIVEN CATEGORY THERE WILL BE LARGE NUMBERS OF ARTICLES THAT CAN BE EXPECTED TO BE UNSALABLE BECAUSE OF QUALITY, PRICE, DESIGN, OR OTHER FACTORS. (B) EXPECTED RESULTS: GOALS OF THIS CAMPAIGN IN FY 76 ARE TO IDENTIFY TARGET AUDIENCE AS WELL AS CATEGORIES AND SUBCATEGORIES OF GOODS THAT WILL BE PROMOTABLE AND TO LAY GROUNDWORK FOR PRIMARY PROMOTION CAMPAIGN IN FY 77. (C) ACTIONS: SEP 30 (1) PREPARE LISTS OF KEY BUYERS IN LEADING DEPARTMENT STORES THROUGHOUT NORWAY; MANAGERS OF MAJOR SINGLE-LINE RETAIL OUTLETS; KEY IMPORTERS AND AGENTS OF CONSUMER GOODS. (2) PROMOTE NORWEGIAN ATTENDANCE AT NATIONAL HARDWARE SHOW, CHICAGO (AUG. 26-28) BY MEANS OF PERSONAL CONTACTS WITH MANAGERS OF RELEVANT TRADE ASSOCIATIONS AND MAILING. DEC 31 - ORGANIZE GROUP OF 15 BUYERS/EXECUTIVES FOR FOREIGN BUYER GROUP TO US; THESE TO BE SELECTED SO AS TO REPRESENT BROAD SPECTRUM OF CONSUMER GOODS AREA; PROGRAM TO BE ESTABLISHED IN CLOSE CONSULTATION WITH DOC SO AS TO ACHIEVE EXPOSURE TO WIDEST CROSS SECTION OF US PRODUCTS AVAILABLE. MAR. 31 - (1) THROUGH CLOSE FOLLOW UP WITH PARTICIPANTS IN FBG IDENTIFY MOST SALABLE CATEGORIES AND SUBCATEGORIES OF PRODUCTS FOR FUTURE INTENSIVE PROMOTION. (2) DEVELOP PERSONAL CONTACTS WITH TARGETS IDENTIFIED DURING FIRST QUARTER TO ELICIT ADDITIONAL PRODUCT INFORMATION. (3) PROMOTE NORWEGIAN ATTENDANCE AT NATIONAL SPORTING GOODS SHOW, CHICAGO (FEB). JUN. 30 - DETERMINE LOCAL INTEREST IN AN IN-STORE PROMOTION AND SUBMIT APPROPRIATE RECOMMENDATION TO DOC. (2) PROMOTE NORWEGIAN ATTENDANCE AT INTERNATIONAL SUPERMARKET INSTITUTE SHOW, DALLAS (MAY. 2-5).

(B) FOOD PROCESSING/PACKAGING EQUIPMENT (PRIMARY PROMOTION) - (A) STATEMENT: TIR RESEARCH WAS PERFORMED IN FY '75 AND MAJOR END-USERS AND AGENT/DISTRIBUTORS HAVE BEEN IDENTIFIED. RESEARCH SHOWS US TO HOLD ONLY UNCLASSIFIED

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6 PERCENT OF TOTAL MARKET OF \$25 MILLION. (B) EXPECTED RESULTS: OBTAIN INITIAL MARKET EXPOSURE FOR 50 NTM FIRMS; 20 TRADE OPPORTUNITIES SUBMITTED; 15 AGENTS AND BUYERS TO SAN FRANCISCO TRADE SHOW. (C) ACTIONS: SEP 30 (1) VISIT MAJOR FISH PROCESSING PLANTS IN NORTH NORWAY AND DEVELOP 5 END-USER TO'S. (2) SUBMIT REPORT ON PLANS TO UPGRADE FOOD PROCESSING INDUSTRY IN NORTH NORWAY. DEC. 31 - (1) UTILIZING SELECTED ELEMENTS OF USIA FILM

PACKAGE ON FOOD PROCESSING INDUSTRY, HOLD PROMOTIONAL EVENING FOR SAN FRANCISCO SHOW AIMED AT TRADE ORGANIZATIONS, TRADE PRESS, KEY BUYERS AND AGENTS. (2) PROMOTE FBG TO SAN FRANCISCO SHOW BY INTENSIVE MAIL CAMPAIGN AND PERSONAL CONTACT. (3) PLACE 2 PRESS RELEASES ON SAN FRANCISCO SHOW. MAR. 31 - ORGANIZE FBG TO NATIONAL EXPOSITION FOR FOOD PROCESSORS, SAN FRANCISCO (JAN. 18-21). (2) THROUGH DE-BRIEFING OF PARTICIPANTS IN FBG DEVELOP 5 ADDITIONAL TO'S. JUNE 30 - (1) CARRY OUT PROGRAM OF PLANT VISITS IN SOUTHERN AND WESTERN NORWAY AND DEVELOP 10 ADDITIONAL TO'S. (2) PREPARE "PRODUCTS AVAILABLE" LIST FOR USE IN CONNECTION WITH PLANT VISIT PROGRAM.

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(C) PRINTING AND GRAPHIC ARTS EQUIPMENT (PRIMARY PROMOTION)
- (A) STATEMENT: TIR RESEARCH WAS PERFORMED IN FY 74 AND
TO BE UPDATED SECOND HALF FY 75. CONTACTS ESTABLISHED
WITH MAJOR AGENT/DISTRIBUTORS AND END-USERS IN CONNECTION
WITH 1973 STOCKHOLM TRADE CENTER SHOW. OF TOTAL MARKET
OF \$20 MILLION, US SHARE ESTIMATED AT 11 PERCENT BOOKBINDING
MACHINERY, 30 PERCENT TYPEMAKING/TYPESETTING MACHINERY, AND
22 PERCENT OTHER PGA EQUIPMENT. THESE SUSCEPTIBLE TO INCREASE
BY PROMOTIONAL ACTIVITY AS US CONSIDERED LEADER IN PGA
EQUIPMENT. (B) EXPECTED RESULTS: OBTAIN INITIAL MARKET
EXPOSURE FOR 75 NTM FIRMS; 10 TO'S SUBMITTED; 20
BUYERS/AGENTS TO STC SHOW; 15 BUYERS/AGENTS TO
CINCINNATI SHOW. (C) ACTIONS: SEP. 30 - (1) PROMOTE

NORWEGIAN ATTENDANCE AT NATIONAL ASSOCIATION OF PRINTERS/LITHOGRAPHERS SHOW, CINCINNATI (SEP. 9-12) BY MAIL CAMPAIGN AND PERSONAL CONTACT; (2) PLACE 2 PRESS RELEASES ON NAPL SHOW. DEC. 31 - (1) MOUNT PGA CATALOG SHOW. (2) DEVELOP 5 TO'S THROUGH FOLLOW UP ON VISITORS TO NAPL SHOW. MAR. 31 - (1) PROMOTE ATTENDANCE AT PGA SHOW AT STC BY MAIL CAMPAIGN, PERSONAL CONTACT. (2) PLACE 5 PRODUCT PRESS RELEASES ON STC SHOW. JUN. 30 - DEVELOP 5 ADDITIONAL TO'S THROUGH PERSONAL CONTACTS.

(\$) ENERGY SYSTEMS (SECONDARY PROMOTION) - STATEMENT: UNLESS EXPLORATION/DEVELOPMENT ACTIVITIES DRastically UNCLASSIFIED

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CURTAILED AS RESULT OF GON POLICY, OFFSHORE OIL INDUSTRY WILL REMAIN LEADING MARKET FOR US GOODS AND SERVICES. NUCLEAR POWER GENERATION IN NORWAY STILL LIES IN DISTANT FUTURE, BUT CONTINUING TECHNICAL STUDIES EXPECTED. (B) EXPECTED RESULTS: SUBSTANTIAL NORWEGIAN ATTENDANCE AT CHICAGO AND TULSA SHOWS; DETERMINATION WHETHER GON OIL POLICY WARRANTS CONTINUED PROMOTION OF OFFSHORE OIL EQUIPMENT; MONITOR DEVELOPMENT OF NUCLEAR POWER POLICY/PLANS. (C) ACTIONS: SEP. 30 - EXPAND TECHNICAL LEVEL CONTACTS AT WATER RESOURCES AND POWER BOARD. DEC. 31 - PROMOTE NORWEGIAN ATTENDANCE AT INTERNATIONAL ENERGY ENGINEERING EXPO AND CONGRESS, CHICAGO NOV. 3-6). MAR 31. - SUBMIT REPORT ON NUCLEAR POWER OUTLOOK. JUN. 30 - (1) PROMOTE NORWEGIAN ATTENDANCE AT INTERNATIONAL EXPOSITION, TULSA (MAY 16-22). (2) SUBJECT TO DETERMINATION THAT CONTINUED PROMOTION OF OILFIELD EQUIPMENT IS WARRANTED AND TO DOC CONCURRENCE, ARRANGE FOR US PARTICIPATION IN OFFSHORE NORTH SEA '76, STAVANGER, SEP. '76 AS OFFSITE STC SHOW. (3) PROMOTE STC ENERGY SYSTEMS SHOW BY MAILINGS, PERSONAL CONTACTS AND PRESS RELEASES.

(E) POLLUTION CONTROL EQUIPMENT (SECONDARY PROMOTION) - (A) STATEMENT: THIS WAS SUBJECT OF PRIMARY PROMOTION IN FY '75 CCP. AS NORWEGIAN INDUSTRY HAS BEEN SLOW IN MAKING INVESTMENTS REQUIRED TO CONFORM TO EMISSION STANDARDS SET BY GOVERNMENT, CONTINUED ATTENTION SHOULD BE FOCUSED ON THIS MARKET. (B) RESULTS EXPECTED: DEVELOPMENT OF CONTACTS AMONG KEY BUYERS IN END-USER INDUSTRIES; FOCUS ATTENTION ON US POLLUTION CONTROL TECHNOLOGY THROUGH PLACEMENT OF ARTICLES IN TRADE AND TECHNICAL PRESS; SUBMIT 10 TO'S; ORGANIZE TECHNICAL SEMINAR IN COOPERATION WITH LOCAL AGENT/DISTRIBUTOR. (C) ACTIONS: SEP. 30 - (1) VISIT 6 PLANTS WITH SERIOUS POLLUTION PROBLEMS. (2) DEVELOP 5 TO'S AS RESULT OF

PLANT VISITS. DEC. 31 - (1) PLACE TECHNICALLY-ORIENTED ARTICLE IN TRADE PRESS. (2) VISIT TWO ADDITIONAL PLANTS WITH POLLUTION PROBLEMS. MAR. 31 - ORGANIZE TECHNICAL SEMINAR AT EMBASSY IN COOPERATION WITH ONE OR MORE AGENTS OF US FIRMS. JUN. 30 - (1) PLACE UNCLASSIFIED

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COMMERCIALLY-ORIENTED ARTICLE IN TRADE PRESS. (2) 1 ADDITIONAL PLANT VISIT. (3) SUBMIT 5 ADDITIONAL TO'S.

(F) PROCESS CONTROL INSTRUMENTATION (PRIMARY PROMOTION) -
(A) STATEMENT: DEVELOPMENT OF OIL REFINING AND PETRO-CHEMICAL INDUSTRIES WILL SIGNIFICANTLY ENLARGE \$40 MILLION (1972) MARKET IN NORWAY. US SHARE OF MARKET CURRENTLY ESTIMATED AT 20 PERCENT. (B) RESULTS EXPECTED: SUBMIT 10 TO'S; MOUNT 1 CATALOG SHOW; HOLD 1 TECHNICAL SEMINAR; OBTAIN INITIAL MARDEY EXPOSURE FOR 50 NTM FIRMS.
(C) ACTIONS: SEP. 30 - (1) REFINE EXISTING TARGET AUDIENCE LISTS. (2) IDENTIFY END-USER DECISION MAKERS. DEC. 31 - MAKE 5 PLANT VISITS. (2) SUBMIT 5 TO'S. (3) ORGANIZE TECHNICAL SEMINAR AT EMBASSY IN COOPERATION WITH ONE OR MORE AGENTS OF US FIRMS. MAR. 31 - (1) MOUNT CATALOG SHOW. JUN. 30 - MAKE 3 ADDITIONAL PLANT VISITS. (2) SUBMIT 5 ADDITIONAL TO'S.

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(G) ELECTRONIC COMPONENTS & ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT (PRIMARY PROMOTION) - (A) STATEMENT: NORWEGIAN CONSUMPTION OF ELECTRONIC COMPONENTS IS EXPECTED TO REACH \$100 MILLION. CONSOLIDATION IN ELECTRONICS INDUSTRY WILL RESULT IN LARGER SCALE PRODUCTION WHICH SHOULD SIGNIFICANTLY INCREASE DEMAND FOR LABOR-SAVING PRODUCTION EQUIPMENT AND MORE RIGID QUALITY CONTROL (TEST EQUIPMENT). (B) RESULTS EXPECTED: INTRODUCE 50 NTM FIRMS TO NORWEGIAN MARKET; EXPOSE 20 BUYERS/AGENTS TO EXHIBITORS AT STC SHOW; ORGANIZE 15 BUYERS/AGENTS TO BOSTON SHOW; SUBMIT 10 TO'S. (C) ACTIONS: SEP. 30 - (1) PROMOTE STC ELECTRONICS COMPONENTS SHOW (SEP. 15-19) BY PERSONAL CONTACT AND MAILING CAMPAIGN. (2) PLACE 5 PRODUCT PRESS RELEASES IN TRADE PRESS. DEC. 31 - (1) DEVELOP 5 END-USER TO'S THROUGH PLANT VISITS. MAR. 31 - PLACE ARTICLE ON AUTOMATED PRODUCTION TECHNIQUES IN TRADE PRESS. JUN. 30 - (1) PROMOTE AND ORGANIZE FBG TO IEEE SHOW, BOSTON (MAY). (2) SUBMIT 5 ADDITIONAL TO'S.

3. OTHER PRIORITY PROJECTS

(A) SUPPORT FOR STOCKHOLM TRADE CENTER REGIONAL ACTIVITIES: STC FY '76 SHOW SCHEDULE DOES NOT CORRESPOND CLOSELY TO PRODUCT PROMOTION CAMPAIGNS OUTLINED ABOVE. NEVERTHELESS, SUPPORT FOR REGIONAL TC ACTIVITIES IS THE SINGLE MOST UNCLASSIFIED

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RESOURCE-CONSUMING COMMERCIAL ACTIVITY AT THIS POST. THIS PRIORITY PROJECT INCLUDES CONDUCTING AND/OR SUPERVISING 8 MARKET BRIEFS, REPFIND ACTIVITIES AND PROMOTIONAL MAILINGS AND CALLS FOR 13 SHOWS AND JEEPS, EXCLUDING THOSE INCLUDED IN CAMPAIGNS. EXPECTED RESULTS: OVERALL GOAL IS A 10 PERCENT INCREASE IN NORWEGIAN ATTENDANCE AT TC SHOWS DURING FY '76.

(B) VISIT USA. DESPITE ABSENCE OF USTS SUPPORT IN THIS MARKET, PRIORITY ATTENTION WILL BE GIVEN TO SUPPORTING AGENTS AND CARRIERS IN CONNECTION WITH FINAL PHASE OF PROMOTION OF 150TH ANNIVERSARY OF ORGANIZED NORWEGIAN EMIGRATION TO US (JULY-DEC. '75) AND FIRST PHASE OF BICENTENNIAL CELEBRATION (JAN.-JUN. '76). THESE EVENTS ARE NATURAL PEGS ON WHICH TO HANG VISIT USA PROMOTION. THIS PROJECT WILL BE CARRIED OUT IN CLOSE COOPERATION WITH USIS OSLO. EXPECTED RESULTS: HEIGHTENED EFFORTS BY CARRIERS AND AGENTS TO SELL

TRAVEL TO US.

(C) IMPROVE COMMERCIAL NEWSLETTER. POST'S "SOMETIME" COMMERCIAL NEWSLETTER SHOULD BE PUT ON REGULAR BASIS AND UPGRADED BOTH AS TO FORMAT AND CONTENT. AT THE SAME TIME, FURTHER EFFORTS SHOULD BE MADE TO DEVELOP JOINT SCANDINAVIAN COMMERCIAL NEWSLETTER WHICH WOULD RESULT IN SIGNIFICANT SAVINGS IN MANPOWER AND MONEY AT PARTICIPATING POSTS. EXPECTED RESULTS: ATTRACTIVE, INFORMATIVE COMMERCIAL NEWSLETTER DISTRIBUTED ON REGULAR BASIS WHICH CAN BE UTILIZED TO FURTHER CAMPAIGN ACTIVITIES AS WELL AS TO DISSEMINATE INFORMATION OF GENERAL COMMERCIAL INTEREST IN THIS MARKET.

(D) IMPROVE COMMERCIAL LIBRARY. WITHIN LIMITS IMPOSED BY AVAILABLE SPACE UPGRADE CONTENT AND DECOR OF POST COMMERCIAL LIBRARY. EXPECTED RESULTS: JUDICIOUS SELECTION OF REFERENCE WORKS FOR LIBRARY SHOULD ENHANCE EFFECTIVENESS OF PRODUCT PROMOTION CAMPAIGNS AND ASSIST IN PROMOTING EMBASSY'S IMAGE IN BUSINESS COMMUNITY AS FOCAL POINT FOR ACCURATE, UP-TO-DATE TRADE INFORMATION.

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IN CONNECTION WITH PRODUCT PROMOTION CAMPAIGNS OUTLINED IN PARA 2 ABOVE, POST MUST RELY ON COMMERCE TO AUTHORIZE AND SUPPORT 2 CATALOG SHOWS, AND 2 FOREIGN BUYER GROUPS; TO AUTHORIZE 1 STC OFFSITE AND 1 IN-STORE PROMOTION FOR FY '77; AND TO PROVIDE ON REQUEST SUITABLE MATERIAL FOR MEDIA PLACEMENT. EMBASSY ALSO EXPECTS THAT DEPARTMENT WILL DEVISE SOME MEANS OF FOCUSING ADS PROGRAM ON DESIGNATED TARGET INDUSTRIES, AT THE LEAST, AND HOPEFULLY ON PRODUCT CATEGORIES COVERED BY PRODUCT PROMOTION CAMPAIGNS.

5. USIS CONTRIBUTION

THIS MESSAGE CLEARED WITH USIS OSLO. USIS OSLO WILL CABLE FURTHER DETAILS OF ITS INPUT TO FY '76 CCP SHORTLY.
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